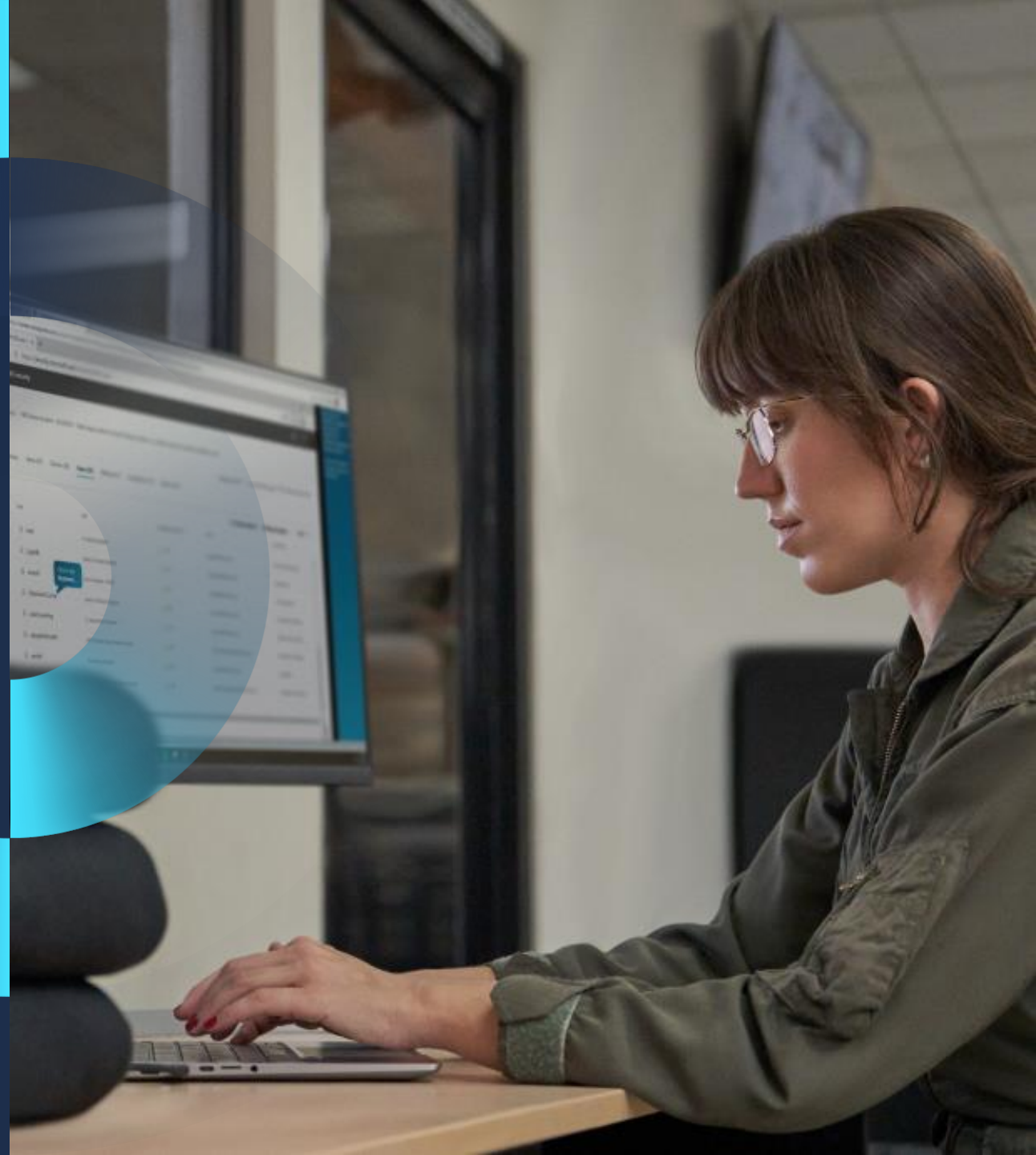




Customer Journey-in-a-Box | Playbook

SMB Security Playbook Defender for Business

January 2023



For every \$1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of \$6.70 of the partner's services and products.

\$1 =
USD



\$6.70
Western Europe



\$6.10
Total (Worldwide)



For every \$1 of
Microsoft revenue

Resale-led
partners make
\$2.21
in economic value

Services-led
partners make
\$5.75
in economic value

Software-led
partners make
\$7.86
in economic value

Customer Journey Insights

Small and medium businesses (SMBs) face increasing cyberthreats like ransomware, with nearly one in four experiencing a breach in the past year. [Microsoft Defender for Business](#) is an enterprise-grade device security solution, designed to protect businesses with up to 300 employees against sophisticated cyberthreats.

Priority

- ⚡ Increase Secure Posture through Upsell and Acquisition

Segment

- 🏠 SMB (less than 300 Seats)

Solution Area

- Security, Identity and Compliance

Hero SKU

- Defender For Business

☆ Up/cross sell path

- M365 Business Premium
- Add on Defender for Business for Servers*

KPIs

- Net Paid Seats Add
- 📈 • CSP Revenue

*Server security Defender for Business

This add-on solution is now available for customers with a Microsoft 365 Business Premium or Defender for Business subscription. [Read the announcement.](#)

Audience

Customer targeting

- **Security Cross-Sell** of single point-solution users (for example, Exchange Online,)
- Customers using **On-Premise** assets that are not ready to fully move to Cloud but want to increase their Security Posture
- **Compete** solutions users, that could benefit from MS Security Services
- For customers who want to upgrade to a full suite solution, that offers all the Security they need, together with best-in-class productivity features, all in one place - it is recommended to pitch [M365 Business Premium](#).

Buyer Persona

- Business Manager (DMWL Pitch) [Microsoft Defender for Business – Business decision maker pitch deck](#)
- Security IT Manager (Technical) [Microsoft Defender for Business – IT decision maker pitch deck](#)

Campaign material

Sales Support Materials

- [Microsoft Defender for Business partner opportunity summary](#)
- [Microsoft Defender for Business one-pager](#)
- [Microsoft Defender for Business licensing and basics comparison](#)
-

Workshops for SMB customers

Partners can drive 1 to many workshops with SMB audience and earn through the [Cooperative Marketing Funds](#) program. Learn more [here](#).

Download the assets

- [Do More With Less in SMB Workshop](#)
- [Microsoft Defender for Business](#)

Bill of Materials (BOMs)

- [Defender for Business Partner Portal](#)
- [M365 Business Premium Partner Portal](#)
- DMC campaign: [Digital Marketing Content \(microsoft.com\)](#)

Partner

Criteria

- ✔ **Cloud Solution Providers leveraging Microsoft New Commerce Experience**
- ✔ **Partners with large Installed Base of single point-solution or Productivity and Security Compete users.**
- ✔ **Partner that want to build and add a Managed Service practice in the Security field for their customers.**

Skilling and enablement

Technical Training

- [Microsoft Defender for Business technical documentation](#)
- [Microsoft Defender for Business Mechanics video](#)
- [On-demand technical webinars for partners](#)
- [Microsoft Defender for Business partner webinar](#)
- [Checklist for securing Microsoft Defender for Business standalone](#)
- [Interactive guide: Elevate your endpoint security with Microsoft Defender for Business](#)
- [Interactive guide: Getting started with Microsoft Defender for Business](#)

Readiness

- [Microsoft 365 SMB Masters Program Security on demand video](#)
 - Sales training: [Security](#)
 - Technical training: [Increase Security Confidence](#)
- Manage CSP customers Security posture with [M365 Lighthouse](#)

Readiness events calendar:

- To discover, plan and register for upcoming readiness events visit [Microsoft 365 & Security for Partners](#)
- To access previous readiness events on-demand or consume self-placed learning paths, [visit the Partner Readiness Hub](#)

Other Resources

[Partner Webinar: Introduction to MCI Engagements Build Intent Workshops Registration Page \(eventbuilder.com\)](#)

[Want to keep up to date with the latest incentive offers in Microsoft Commerce Incentive \(MCI\)? Here is your one-stop-shop for upcoming webinars, plus past event recordings to access on demand.](#)

3 questions you should ask the customer:

- What is your strategy to secure your infrastructure?
- What are the security technology are you using and are you satisfy (cost / productivity)?
- What is your infrastructure details and how many tools are you using to protect it ? (#Server, Virtual Machine, OS, Datacenter , Email Security, etc)

Customer Journey

Tactics

Funding & Incentives



Listen
& Consult

- Demand Gen Campaigns: Digital Campaigns / Webinars / Events. Leverage the Marketing BOM drive customers to the 1:1 few workshops.
- DMC Campaigns: M365 & Security; Do More with Less

Leverage Project Orland to build your Customer Lifecycle Management practice and identify acquisition and upsell opportunities through actionable insights.

- Demand gen activities are eligible for Cooperative Marketing Funds
- Check availability of trough Partner Marketing funds in your corresponding Microsoft subsidiary



Inspire
& Design

- SMB 1:1 few Workshops
- Drive upsell of SMB customers to Microsoft 365 Business Premium
 - and cross-sell or acquisitions of new SMB customers to Defender for Business

ModernWork & Security Assessments

MCI Build Intent Workshops for 1:1 engagement with eligible Scale customers

- Up to 1K\$ available for partners executing workshops through Coop funds program
- Up to 2K\$ for eligible partners executing Do More with Less Workshops Program (by invitation only)
- Solutions Assessment funding not available until end of June 2023
- MCI Build Intent Workshops: \$3,5K up to \$5K depending workshop



Empower
& Achieve



Realize
Value

- Check available Global CSP Incentives here

- Do More with Less Promo on available for all Business SKU
- CSP Security QoQ Growth Incentive available for Premium acquisitions and Upsell (WE Only) – Ask your Microsoft representative to share more details on local campaigns



Manage
& Optimize

Offer a Security Managed Service practice with M365 Lighthouse.

New USAGE Workshop MCI Build Intent Workshops for 1:1 engagement with eligible Scale customers

- Up to 25k\$ - 5k\$ each Usage Build Intent Workshop .